



WPTV

## ORDER

Print Date 09/19/12

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Flight Dates 09/20/12-09/30/12

Contract / Revision 311550 /

Original Date / Revision  
09/19/12 09/19/12

Advertiser Secure America Now

Agency McLaughlin &amp; Associates

Buying Contact

919 Prince Street  
Alexandria, VA 22314

Product

Secure America Now

Agency Com 15%

Billing Contact

566 South Route 303  
Blauvelt, NY 10913

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 488

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	60	\$86,317.50	\$101,550.00	0.00
Totals	60	\$86,317.50	\$101,550.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	60	\$86,317.50	\$101,550.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	09/20/12	09/30/12	M-F 6-7a M-F 6-7a	CM	6-7a	- 1 - 1 - - -	:30	2	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - 1 - - -		1				\$2,500.00		0.00			
		Week: 09/24/12	09/30/12	- 1 - 1 - - -		2				\$2,500.00		0.00			
N 2	WPTV	09/20/12	09/30/12	M-F 7-9a M-F 7-9a	CM	7-9a	1 1 1 1 - -	:30	5	\$3,000.00	P-2	0.00	NM	7	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - 1 1 - -		2				\$3,000.00		0.00			
		Week: 09/24/12	09/30/12	1 1 1 1 - -		5				\$3,000.00		0.00			



**WPTV**

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Contract / Revision    **311550**    Flight Dates **09/20/12-09/30/12**

Hiatus Dates

Original Date / Revision    09/19/12/    09/19/12

Order Sep    00:20:00

Advertiser    **Secure America Now**

Product **Secure America Now**

Estimate #    **488**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	09/20/12	09/30/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	:30	5	\$950.00	P-2	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---					1	\$950.00		0.00			
Week:		09/24/12	09/30/12	1-1----					2	\$950.00		0.00			
N 4	WPTV	09/20/12	09/30/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---					1	\$750.00		0.00			
Week:		09/24/12	09/30/12	-1-1---					2	\$750.00		0.00			
N 5	WPTV	09/20/12	09/30/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	:30	5	\$650.00	P-2	0.00	NM	7	\$4,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---11--					2	\$650.00		0.00			
Week:		09/24/12	09/30/12	11111--					5	\$650.00		0.00			
N 6	WPTV	09/20/12	09/30/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$850.00	P-2	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---					1	\$850.00		0.00			
Week:		09/24/12	09/30/12	1-11---					3	\$850.00		0.00			
N 7	WPTV	09/20/12	09/30/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---					1	\$2,000.00		0.00			
Week:		09/24/12	09/30/12	11-----					2	\$2,000.00		0.00			
N 8	WPTV	09/20/12	09/30/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--					1	\$2,000.00		0.00			
Week:		09/24/12	09/30/12	--111--					3	\$2,000.00		0.00			
N 9	WPTV	09/20/12	09/30/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$3,000.00	P-2	0.00	NM	7	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---11--					2	\$3,000.00		0.00			
Week:		09/24/12	09/30/12	11111--					5	\$3,000.00		0.00			
N 10	WPTV	09/20/12	09/30/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---					1	\$2,000.00		0.00			
Week:		09/24/12	09/30/12	1111---					4	\$2,000.00		0.00			
N 11	WPTV	09/20/12	09/30/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$1,000.00		0.00			
Week:		09/24/12	09/30/12	-----S-					1	\$1,000.00		0.00			
N 12	WPTV	09/20/12	09/30/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$1,500.00		0.00			
Week:		09/24/12	09/30/12	-----S-					1	\$1,500.00		0.00			
N 13	WPTV	09/20/12	09/30/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00



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Order Sep    00:20:00

Advertiser    **Secure America Now**    Product **Secure America Now**

Estimate #    **488**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N13	WPTV	09/20/12	09/30/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$1,000.00		0.00			
		Week: 09/24/12	09/30/12	-----S-					1	\$1,000.00		0.00			
N14	WPTV	09/20/12	09/30/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$750.00		0.00			
		Week: 09/24/12	09/30/12	-----S					1	\$750.00		0.00			
N15	WPTV	09/20/12	09/30/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$1,500.00		0.00			
		Week: 09/24/12	09/30/12	-----S					1	\$1,500.00		0.00			
N16	WPTV	09/20/12	09/30/12	Su 10-1030a Su 10-1030a	CM	10-1030a	-----S	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$750.00		0.00			
		Week: 09/24/12	09/30/12	-----S					1	\$750.00		0.00			
N17	WPTV	09/20/12	09/30/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$1,000.00		0.00			
		Week: 09/24/12	09/30/12	-----S					1	\$1,000.00		0.00			
													Totals	60	\$101,550.00